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| --- | --- |
| **Agency Contact:**  Sunny Branson  Wall Street Communications  Tel: + 1 801 326 9946  Email: [sunny@wallstcom.com](mailto:sunny@wallstcom.com) | **Riedel Communications Contact:**  Serkan Güner  Marketing and Communications  Tel: + 49 174 3392448  Email: [press@riedel.net](mailto:press@riedel.net) |

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**Photo Caption:** Riedel celebrates the opening of its new Hong Kong office with an All-Asia Partner Conference, bringing together regional partners to explore market trends, new solutions, and future collaboration.

Riedel Communications Expands Asia-Pacific Presence with New Office in Hong Kong

**WUPPERTAL, Germany** — **April 30, 2025** — Riedel Communications, a global leader in real-time video, audio, data, and communications networks, is pleased to announce the opening of a new office in Hong Kong. This strategic expansion underscores Riedel's commitment to enhancing its presence in the Asia-Pacific region and providing superior support to its growing customer base. To mark the occasion, Riedel hosted an *All-Asia Partner Conference* in March at the new office. The event brought together regional partners to discuss market trends, product developments, and partnership strategies – fostering collaboration across the region, while providing hands-on access to Riedel’s latest solutions.

"We are excited to further solidify our commitment to the Asia-Pacific market with the opening of our new office in Hong Kong," said Guillaume Mauffrey, Director of Riedel Communications Asia. "This strategic move will allow us to better serve our customers, provide localized support, and drive growth through innovative solutions that meet the evolving demands of the market.”

Located in the heart of Hong Kong, Riedel’s new office serves as a pivotal hub for sales, training, and technical support, catering to the diverse needs of media, sports, and entertainment industries across the region. The office will leverage Hong Kong's unique position as a global financial and trade center, offering unparalleled access to key markets and facilitating seamless collaboration with regional partners.

The new Hong Kong office will provide comprehensive training programs, ensuring that customers can maximize the potential of Riedel's innovative solutions, including the renowned Artist matrix intercom system, Bolero wireless intercom, SmartPanels, MediorNet real-time media network, and SimplyLive video production platform. This will enable customers to have easier access to Riedel and stay at the forefront of technological advancements that the company develops.

This expansion is part of Riedel's ongoing investment strategy in the Asia-Pacific region, following the establishment of offices in Beijing, Sydney, and Tokyo. The company continues to strengthen its presence by fostering closer relationships with local customers and partners, ensuring tailored support and solutions that meet the specific needs of the region.

Riedel Communications’ solutions will be on display at BroadcastAsia 2025 in Singapore, May 27-29. For more information visit Riedel’s BroadcastAsia 2025 booth #5G2-1 or go to [www.riedel.net](http://www.riedel.net).

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**About Riedel Communications**

Riedel Communications is a leading provider of live production tools in the worlds of media, sports, and entertainment. The company's hard- and software solutions span from distributed video and audio networks over intercom and replay solutions to WAN and MPLS applications. Thanks to Riedel's holistic approach, its three business units — Product Division, Managed Technology Division, and Networks Division — can leverage powerful synergies to provide flexible infrastructures, tools, and services for both fixed and temporary installations around the globe, enabling Riedel customers to run even the most complex projects on-site, remotely, or in the cloud. Riedel is headquartered in Wuppertal, Germany, and employs over 1,000 people in 30 locations throughout Europe, Australia, Asia, and the Americas.   
   
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